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Touchdown! Super Bowl LI awards \$4 million to 78 local charities

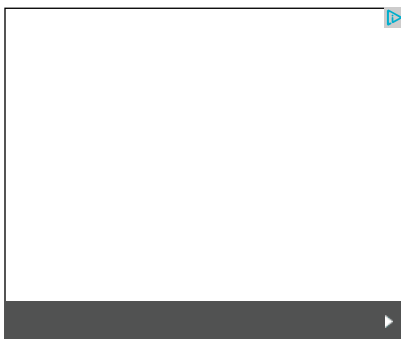
Houston organizations receive \$4 million in grant-funding from Touchdown Houston, the Super Bowl LI Host Committee and NFL Foundation

By **Amber Elliott** Published 12:19 pm, Friday, June 16, 2017



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From left: Jamey Rootes, Ric Campo and Steve Maislin at an event celebrating the 78 local non-profits that received grants from the NFL Foundation and Touchdown Houston at NRG Stadium Thursday June 15, 2017. ... [more](#)



Super Bowl LI has come and gone, though the Houston Host Committee, **Houston Texans**, and **Greater Houston Community Foundation** have a plan to ensure that the Bayou City and its residents are declared the real victors.

On Thursday morning, 78 local organizations were awarded \$4 million in grant-funding from Touchdown Houston, the **Super Bowl LI Host Committee** and **NFL Foundation's** charitable giving initiative.

"That Super Bowl window will be remembered as that season when Houston took their seat at the table," **Jamey Rootes**, President of the Houston Texans, told non-profit representatives inside the **NRG Stadium West Club**. "Hopefully these dollars allow you to play an even bigger game in Houston."

Ric Campo, **Houston Super Bowl Host Committee** chairman and CEO of **Camden Property Trust**, followed to explain how the football championship provided a massive platform accomplish two goals.

"First, it improves the lives of Houstonians," Campo said. "And second, it promotes the city as a world-class city."

(Story continues below ...)





Greater Houston Community Foundation President **Steve Maislin** closed the program by sharing how the organizations – which include **Dress for Success Houston, Asia Society Texas Center, Big Brothers Big Sisters**, Star of Hope, **Coalition for the Homeless**, and more – can extend Houston's win through 2017.

Attendees each received a football customized with their respective non-profit's logo, an oversized foam finger, and a Houston Texans t-shirt - all stamped with a special hashtag.

"We ask that you post weekly using the #GreaterThanTheGame hashtag on social media," Maislin instructed. "We'll compile postings to document the campaign and show the world."

Moments later, the Twitter, Facebook, Snapchat, and Instagram-encouraged tag-a-thon began with a group photo in the stands. Talk about a touchdown.